

PRESTIGIOUS PORTFOLIO

Infront Sports & Media's portfolio of prestigious sports properties is growing in range and geographic spread, as the group expands into new sports, business areas and markets. Today, Infront enjoys successful partnerships with 120 rights-holders and hundreds of sponsors and media companies worldwide.

WINTER SPORTS

IIHF Ice Hockey World Championship

In a partnership dating back more than 30 years Infront handles the worldwide distribution of marketing and media rights to the annual IIHF World Championship until 2017.

FIS World Cup / National skiing federations

Infront is the commercial partner to more than 90 per cent of the national ski federations and organising committees hosting FIS World Cups - offering the best opportunities from one central source.

Vierschanzentournee

Infront markets the sponsorship packages for the prestigious Vierschanzentournee (Four Hills Tournament) in ski jumping. In this role, Infront implemented a new, consistent brand identity, optimised the venue dressing and increased the value for sponsors through an exclusive, streamlined sponsorship hierarchy.

FIS World Ski Championships

As a partner of the Fédération Internationale de Ski (FIS), Infront handles the non-European media rights for the 2013 FIS World Ski Championships for the Alpine and Nordic disciplines. It is also a joint venture partner to FIS Marketing AG, the company tasked with enhancing the value of FIS marketing rights; developing sponsorship projects and providing improved service to FIS partners.

International Biathlon Union (IBU)

Infront has a marketing partnership with the International Biathlon Union (IBU) in respect of the IBU World Championships and the e.on IBU World Cup Biathlon as well as all national federations staging the events.

International Bobsleigh and Skeleton Federation (FIBT)

Infront's relationship with the International Bobsleigh and Skeleton Federation (FIBT) includes a representation agreement to market FIBT's most prestigious sponsorship rights. It also markets all forms of media rights worldwide.

International Luge Federation (FIL)

Infront works with the Fédération Internationale de Luge de Course (FIL), handling the major marketing rights for the Viessmann World Cup, including the Team Relay.

World Curling Federation (WCF)

Infront's partnership with the World Curling Federation (WCF) covers the exploitation of all media and marketing rights for the annual World Women's Curling Championship and World Men's Curling Championship as well as the annual European Curling Championships.

Art on Ice

Through its Gateway China Initiative, Infront works in close collaboration with Art on Ice Production AG bringing the famous European 'Art on Ice' ice skating show to China. Infront manages the local operational aspects of the event as well as the global marketing.

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FOOTBALL

FIFA World Cup™ & other FIFA events

Along with subsidiary HBS, Infront will handle the Host Broadcast of the 2014 and 2018 FIFA World Cup™ as well as the Asian broadcast rights for all FIFA Events up to 2014; through a joint-venture with the Japanese agency Dentsu. In 2011, Infront was appointed exclusive sales representative for the distribution of Asian media rights also to the 2018 and 2022 FIFA World Cups™ and other FIFA Events 2015-22.

FIFA Films

FIFA Films is serviced by Infront Archive Management, which handles the distribution of all FIFA archive footage, including film and television coverage of previous FIFA World Cups and other FIFA events. FIFA Films is also the exclusive provider of 3D HDTV footage from the 2010 FIFA World Cup™.

UEFA EURO 2012™ & UEFA Champions League Final

UEFA appointed Infront as Official Sales Partner in Italy, Switzerland and Liechtenstein for the Corporate Hospitality hospitality programme of the UEFA EURO 2012™ and the UEFA Champions League Final.

Lega Calcio

Infront provides Italy's Lega Calcio with exclusive advice on the exploitation of national and international media rights for all properties and is in charge of the TV production for most Serie A and B matches. Additionally it handles the rights to the Serie A archive - a library of broadcast material across almost 60 years of Italian football history.

European national football associations

Infront holds media and/or marketing rights for all home qualification and preparation matches of ten European national football teams, including Finland, Israel, Romania and Germany. The relationship with the DFB in Germany goes back more than 30 years and includes marketing and international media rights of the DFB National team, the DFB Cup and other DFB events.

European club football

Infront handles the stadium advertising rights for five Serie A clubs (AC Milan, SS Lazio, US Palermo, Cagliari Calcio and Genoa CFC) and markets the commercial rights of six clubs in Germany (SV Werder Bremen, FC Schalke 04, SC Freiburg, FC Energie Cottbus, Fortuna Düsseldorf and FC Hansa Rostock). It also handles all rights for the unique FC Bayern München versus the Netherlands match in May 2012.

SUMMER SPORTS

EHF European Handball Championship

Infront is the exclusive commercial partner of the European Handball Federation (EHF), distributing the media and marketing rights to the EHF EURO events and the qualification matches.

FIM Superbike World Championship

Infront exclusively holds all media and marketing rights to the FIM Superbike World Championship, the world's leading production-based motorcycle event.

CEV European Volleyball Championships

As partner to the Confédération Européenne de Volleyball (CEV), Infront is responsible for marketing all electronic media rights for the biannual CEV European Championships worldwide.

Ironman

As partner to the World Triathlon Corporation (WTC) for Ironman and Ironman 70.3 events, Infront markets the sponsorship for European and South-African races and serves as media rights advisor.

Swiss Cycling

Infront manages the main commercial activities of the national umbrella organisation Swiss Cycling. The agreement includes the organisation and marketing of the Tour de Suisse from 2015 as well as the long-term development of cycling in Switzerland.

International horse-racing Baden-Baden

As partner to Baden Racing GmbH, Infront handles the media and marketing rights for Germany's premier race course Iffezheim.

CBA – Team China Basketball

Infront is the exclusive global marketing partner for China's national basketball team until 2018. It markets all commercial rights and is also implementing a comprehensive technical development programme for the teams, to help increase their competitiveness.

CBA Professional League

Working with the Chinese Basketball Association (CBA), Infront exclusively handles both the branding and marketing for the CBA Professional League, including the sell-out CBA All-Star Game.